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$$\begin{array}{r} 2 \\ 3 \end{array}$$

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- 1 mobile telephone number, name, address or other
2 contact details of individual potential recipients.
3
- 4 5. The message pushing system of Claim 2 wherein the
5 database also includes information about the
6 location of the recipient.
7
- 8 6. The message pushing system of Claim 5 wherein the
9 information about the location of the recipient
10 includes the current location of the recipient.
11
- 12 7. The message pushing system of claim 5 wherein the
13 information about the location of the recipient
14 includes frequently visited locations.
15
- 16 8. The message pushing system of claim 5 wherein the
17 information about the location of the recipient
18 includes previous locations.
19
- 20 9. The message pushing system of Claim 1 adapted to
21 allow potential recipients to update their details.
22
- 23 10. The message pushing system of Claim 9 adapted to
24 enable potential recipients to update their details
25 automatically.
26
- 27 11. The message pushing system of Claim 9 adapted to
28 enable potential recipients to update their details
29 using their message sending means.
30
- 31 12. The message pushing system of Claim 1 adapted to
32 allow messages to be delivered to recipients without

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1 the sender of the message knowing the identity of
2 the recipient.

3

4 13. The message pushing system of Claim 1 wherein the
5 comparison between the details of the potential
6 recipient and member's details on the database does
7 not need to be exact.

8

9 14. The message pushing system of Claim 13 wherein the
10 database also includes information about how close a
11 match between details is required for that message
12 to be sent to that potential recipient.

13

14 15. The message pushing system of Claim 1 wherein one
15 device can function as both a message sending means
16 and a message receiving means.

17

18 16. The message pushing system of Claim 15 wherein the
19 message sending means and message receiving means
20 are mobile telephones using WAP or I-MODE.

21

22 17. The message pushing system of Claim 1 wherein the
23 telecommunications links may comprise the internet.

24

25 18. The message pushing system of Claim 1 wherein the
26 message comprises one of an e-mail, a text message,
27 a visual message or a multi-media message.

28

29 19. The message pushing system of Claim 1 wherein the
30 database is a relational database.

31

32 20. The message pushing system of Claim 1 wherein the
33 message is transmitted to the recipient or

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- 1
2 26. The method of Claim 25 wherein the details are
3 selected from a list comprising their sex, their
4 hair length and colour, their eye colour, their age,
5 their skin colour, their height, and their clothing.
6
7 ^{27.}~~26.~~ The method of Claim 23 wherein the database will
8 also includes the e-mail address, mobile telephone
9 number, name, address or other contact details of
10 individual potential recipients.
11
12 ^{28.}~~27.~~ The method of Claim 23 wherein the database also
13 includes information about the location of the
14 recipient.
15 ^{28.}~~27.~~
16 ^{28.}~~27.~~ The method of Claim ²⁸~~27~~ wherein the information about
17 the location of the recipient includes the current
18 location of the recipient.
19
20 ^{30.}~~29.~~ The method of claim ²⁸~~27~~ wherein the information about
21 the location of the recipient includes frequently
22 visited locations.
23
24 ^{31.}~~30.~~ The method of claim ²⁸~~27~~ wherein the information about
25 the location of the recipient includes previous
26 locations.
27
28 ^{32.}~~31.~~ The method of claim 23 wherein the database also
29 includes information about how close a match between
30 details is required for that message to be sent to
31 that potential recipient.
32

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- 1 ^{33.}
~~32.~~ The method of Claim 23 adapted to allow potential
2 recipients to update their details.
- 3 ³³
4 ^{34.}
~~33.~~ The method of Claim ~~32~~ adapted to enable potential
5 recipients to update their details automatically.
- 6 ³⁵
7 ~~34.~~ The method of Claim ~~32~~ adapted to enable potential
8 recipients to update their details using their
9 message sending means.
- 10
11 ^{36.}
~~35.~~ The method of Claim 23 wherein messages are
12 delivered to recipients without the sender of the
13 message knowing who the recipient is.
- 14
15 ^{37.}
~~36.~~ The method of Claim 23 wherein the comparison
16 between the details of the potential recipient and
17 member's details on the database does not need to be
18 exact.
- 19 ^{38.}
20 ~~37.~~ The method of Claim ~~36~~ wherein the database also
21 includes information about how close a match between
22 details is required for that message to be sent to
23 that potential recipient.
- 24
25 ^{39.}
~~38.~~ The method of Claim 23 wherein one device can
26 function as both a message sending means and a
27 message receiving means.
- 28 ^{40.}
29 ~~39.~~ The method of Claim ~~38~~ wherein the message sending
30 means and message receiving means are mobile
31 telephones using WAP or I-MODE.
32

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- 1 ^{41.}
~~40.~~ The method of Claim 23 wherein the
2 telecommunications links may comprise the internet.
3 ^{42.}
4 ~~41.~~ The method of Claim 23 wherein the message comprises
5 one of an e-mail, a text message, a visual message
6 or a multi-media message.
7 ^{43.}
8 ~~42.~~ The method of Claim 23 wherein the database is a
9 relational database.
10 ^{44.}
11 ~~43.~~ The method of Claim 23 wherein the message is
12 transmitted to the recipient or recipients only on
13 request from the recipient or recipients.
14 ^{45.}
15 ~~44.~~ The method of Claim ⁴⁴~~43~~ wherein a web site is used to
16 display the message.
17

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